

#### ABSTRACT OF THE DISCLOSURE

A reservation registration apparatus, a method of reservation registration and a program storage medium allow reservation registration to be performed by easy operation. A starting time and an ending time can be set and changed by easy operation by displaying on a display screen reservation subject icons representing reservation subjects and a time base display area for performing reservation registration, and when the reservation subject icons are moved onto the time base display area, displaying a reservation time frame display division representing a starting time and an ending time of the reservation subjects according to positions to which they are moved, and changing a starting time or an ending time according to movement of the entire reservation time frame display division or movement of the first end or the second end of the reservation time frame display division.